

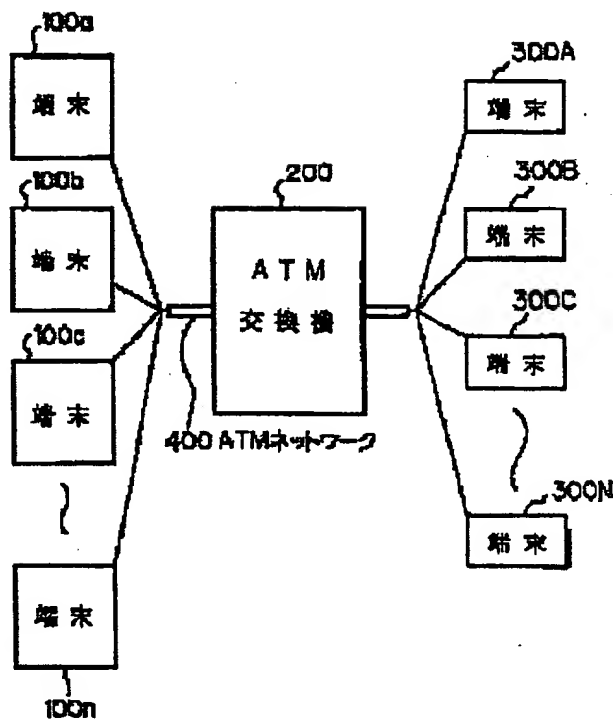
VIDEO SHOPPING SYSTEM

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Abstract of JP8163519

PURPOSE: To build up the video shopping system by using a 1st ATM terminal equipment placed in each shop, a 2nd ATM terminal equipment located in each home, an ATM network and an ATM exchange so as to exchange merchandise information cells.
CONSTITUTION: Merchandise information is made up of fixed length of blocks (cells) and each block is made up of a header part storing an identifier representing destination of information and its attribute, a shop code part, a merchandise code part and an information field part storing digitized merchandise video image and audio signal. When a terminal equipment 300N at a home makes operation of selecting required information, a cell corresponding to the information among information sets sent from an ATM exchange 200 is selected and received. Furthermore, a cell required by a consumer is selected based on the information stored in the shop code part and the merchandise code part to reproduce the merchandise video image stored in the information field. When a consumer enters magnification of the video image or reduction of the video image and revision of image pickup direction, the instruction is sent to a camera control section of a corresponding terminal equipment 100 and the consumer obtains a desired video image.



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